

New Breed Logistics expanding campus in High Point's Piedmont Centre

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HIGH POINT – New Breed Logistics is expanding its headquarters presence in High Point's Piedmont Centre office park yet again by renovating and occupying the former home of advertising agency Trone Brand Energy.

An entity affiliated with New Breed CEO Louis DeJoy bought the 46,000-square-foot building over the summer for more than \$3.38 million, according to property records. The facility had housed Trone before it rebranded and relocated last year to space within the 60,000-square-foot Culp headquarters building at 1823 Eastchester Drive that Trone's partners purchased.

New Breed is investing about \$1 million to upfit the building, which it is leasing for a period of 10 years to support existing business and provide room for future growth.

Jack Zimmerman, New Breed's managing director of project services, said upfits to the building will be complete by December, with the building ready for occupancy by the first of the year.

The building will be the fifth in Piedmont Centre occupied by New Breed.

New Breed does not have a specific number of employees who will be located at the building but some will be new hires and some will be moved to the facility from the company's 52,000-square-foot corporate headquarters building at 4043 Piedmont Parkway.

In addition to the headquarters building, New Breed also has an 18,000-square-foot data/ IT center located 4239 Piedmont Parkway and 20,000 square feet of leased office space at 4249 Piedmont Parkway. New Breed also occupies about half of the 67,000-square-foot One Piedmont Centre building at 4000 Piedmont Parkway, a property that one of DeJoy's ventures bought in January 2012 for \$4.5 million.

Nearby in Greensboro, New Breed leases 126,000-square feet within a larger building at 490 Gallimore Dairy Road.

The company also has an operation in Mebane to support safety products manufacturer Kidde.

New Breed, whose client base spans industries including aerospace, defense, manufacturing, medical and retail, employs 550 people in the Triad, half of whom are information technology professionals. New Breed employs about 7,000 worldwide.

"We're happy to be here; the business environment is friendly to us," said Richard Valitutto, vice president and general counsel for New Breed.

Ranking historically among the 15 largest employers in High Point, New Breed "is certainly a leader in its field," said High Point Economic Development Corp. President Loren Hill.

"We tout them when companies want to know the logistics assets we have in the region," Hill said. "We get the word out that they are succeeding here."